



UNITED STATES PATENT AND TRADEMARK OFFICE

Application: 09

09/465,730

Examiner:

Alvarez, Raquel

Filed:

05/17/2000

Art Unit:

3622

Inventor:

Hunter, et al.

Atty Ref.:

0108020-0533877

Title:

SYSTEM AND METHOD PERMITTING MERCHANTS TO USE

ELECTRONIC BILLBOARD DISPLAYS TO CARRY

ADVERTISEMENTS FOR PRODUCTS THAT CAN BE PURCHASED THROUGH A UNIVERSAL AUTOMATED ORDER PROCESSING

SYSTEM

INFORMATION DISCLOSURE STATEMENT

In accordance with 37 CFR 1.97 and 1.98 Applicant herewith submits certain information that the Patent & Trademark Office may wish to consider in examining the above-identified application. The information is listed on the attached PTO/SB/08A and 08B. Copies of the information are also provided. Pursuant to MPEP 609.04(a) II, no copies are provided herewith of U.S. patents cited. Copies of foreign patents and non-patent literature are provided herewith. Please treat all information as prior art until it is proved otherwise. No representation is made or intended that a prior art search has been made, that better information is available, or that the information qualifies as prior art or is material to patentability.

The Commissioner is hereby authorized to charge payment of any fees associated with this communication or credit any overpayment, to Deposit Account No. 06-2226.

Respectfully Submitted,

01/17/2007 SSITHIB1 00000033 09465730

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180.00 OP

Andrew B. Ulmer (Reg. No. 57,003)

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this 11th day of January

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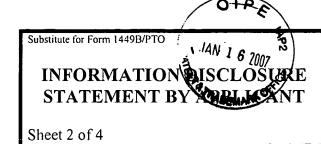
Substitute for Form 1449B/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Complete if Known				
Application Number	09/465,730			
Filing Date	05/17/2000			
First Inventor	Hunter			
Art Unit	3622			
Examiner Name Alvarez, Raquel				
Attorney Docket No.	0108020-0533877			

U.S. PATENT DOCUMENTS				
Examiner Initials*	Document Number Number - Kind Code ² (if known)	Publication Date MM-DD- YYYY	Name of Patentee or Applicant	Pages, columns, lines where relevant passages or relevant figures appear
	US 3,614,727	10-1971	Fitts	
***************************************	US 5,099,319	07-1992	Esch et al.	
	US 5,133,081	07-1992	Mayo	
	US 5,150,116	09-1992	West	
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***************************************	US 5,769,269	06-1998	Peters	
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	US 5,926,116	07-1999	Kitano et al.	No and a state of the state of
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Examiner	Date	
Signature	Considered	

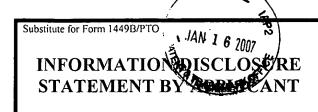


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	US 6,219,696	04-2001	Wynblatt et al.	
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»»««««««««««»»»«««««««««»»»	US 2003/0182184 A1	12-2003	Strasnick et al.	
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FOREIGN PATENT DOCUMENTS					
Examiner Initials*	Foreign Patent Document Country Code ³ - Number ⁴ - Kind Code ⁵ (if known)	Publication Date MM-DD- YYYY	Name of Patentee or Applicant	Pages, columns, lines where relevant passages or relevant figures appear	T ⁶
	AU 48849 90 A	08-1990	Yokom		
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	CH 686 750 A5	06-1996	Genhart		
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Examiner	Date
Signature	Considered



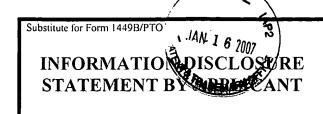
Sheet 3 of 4

Complete if Known				
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Art Unit	3622			
Examiner Name	Alvarez, Raquel			
Attorney Docket No.	0108020-0533877			

Examiner Initials*	Foreign Patent Document Country Code ³ - Number ⁴ - Kind Code ⁵ (if known)	Publication Date MM-DD- YYYY	Name of Patentee or Applicant	Pages, columns, lines where relevant passages or relevant figures appear	. T6
	FR 2634295A1	01-1990	Parinaud		
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	WO 01/57763	08-2001	Oplinger		
	WO 01/65531	09-2001	Moore		

	OTHER PRIOR ART NON PATENT LITERATURE DOCUMENTS)
Examiner Initials*	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ⁶
	EPO Search Report, dated 03/05/2006 for PCT Application No. PCT/US00/11022	
	ROBERT MORT; "CINENET- Cinema Films and Live Events Via Satellite and Cable Networks; The Institution of Electrical Engineers; dated 03/13/1997; United Kingdom	
	Office Action dated 02/08/2006 for U.S. Application Serial No. 10/412,539, filed 04/11/2003	
	Office Action dated 03/29/2006 for U.S. Application Serial No. 10/133,343, filed 04/29/2002	
	Office Action dated 05/05/2006 for U.S. Application Serial No. 09/465,730, filed 05/17/2000	
	Office Action dated 02/24/2006 for U.S. Application Serial No. 10/133,733, filed 04/22/2002	
	Office Action dated 01/11/2006 for CA Application Serial No. 2,371,293 filed 04/24/2000	
	Office Action dated 01/09/2006 for IL Application No. 146,160	
	English translation of Abstract for JP Patent No. 9,006,849 published 01/10/1997	
	English translation of Abstract for JP Patent No. 8,163,519 published 06/21/1996	
A CONTRACTOR OF THE CONTRACTOR	Office Action dated 09/06/2006 for U.S. Application Serial No. 10/133,733, filed 04/29/2002	
	Office Action dated 09/29/2006 for Canadian Application No. 2,371,293	
	English Translation of Office Action dated 07/18/2006 for Japanese Application No. 2000-614441	

Examiner	Date	
Signature	Considered	



Sheet 4 of 4

Complete if Known				
Application Number	09/465,730			
Filing Date	05/17/2000			
First Inventor	Hunter			
Art Unit	3622			
Examiner Name	Alvarez, Raquel			
Attorney Docket No.	0108020-0533877			

Examiner Initials*	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ⁶
	Office Action dated 06/27/2006 for Singapore Application No. 200506631-1	
	Office Action dated 02/11/2003 for U.S. Application Serial No. 09/784,394, filed 02/15/2001	
944 AFOL O'LL III 40 945 5000 LLAIDDEAL (150) 942 F	Office Action dated 08/15/2003 for U.S. Application Serial No. 09/784,394, filed 02/15/2001	
	Office Action dated 07/20/2004 for U.S. Application Serial No. 09/784,394, filed 02/15/2001	
	Examiner's Answer dated 10/26/2005 for U.S. Application Serial No. 09/784,394, filed 02/15/2001	
	English translation of Office Action dated 08/21/2006 for Korean Application No. 2001-7008430	***************************************
	English translation of Korean Laid-Open Patent Pub. No. 1999-7529	
	Office Action dated 11/16/2006 for U.S. Application Serial No. 10/133,343, filed 04/29/2002	

^{*}EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹ Applicant's unique citation designation number (optional).

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Examiner	Date	_ :: - 2: -
Signature	Considered	

² See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04.

³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3).

⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document.

⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible.

⁶ Applicant is to place a check mark here if English language Translation is attached.

rejections. Indeed, Applicant traverses the rejections and preserves all rights and arguments. To the extent that any particular statement or argument by the Office in the pending Office Action has not been explicitly addressed herein, the same should not be construed as an acquiescence or admission by the Applicant that such statements or arguments by the Office are accurate or proper.

Based on the foregoing, all pending claims are in a condition for allowance. Accordingly, Applicant respectfully requests reconsideration and an early notice of allowance. Should the Examiner wish to discuss the amendments or arguments made herein, Applicant invites the Examiner to contact the undersigned at (513) 369-4811 or via e-mail at aulmer@fbtlaw.com.

Respectfully Submitted,

Andrew B. Ulmer (Reg. No. 57,003)

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CHE			Application Number	09/465,73	30		` <u> </u>	
/ TR	NSMITTAL		Filing Date	May 17, 2	2000			
z e 2007	"FORM		First Named Inventor	Hunter, e	t al.			
JAN 1 6 2007	<u> </u>		Art Unit	3622				
be used for	Correspondence after initial	filing)	Examiner Name	Alvarez, f	Raquel			
PADE	Pages in This Submission	57,	Attorney Docket Number	0108020-	-0533877			
ENCLOSURES (Check all that apply)								
Fee Trans	mittal Form		Drawing(s)	·-			Allowance Communication to TC	
√ Fe	Fee Attached		icensing-related Papers		Appeal Communication to Board of Appeals and Interferences			
Amendment/Kepiy			Petition			Appeal Communication to TC (Appeal Notice, Brief, Reply Brief)		
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un	der 37 CFR 1.52 or 1.53							
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Firm Name	Frost Brown Todd LLC							
Signature	Col 1º	50						
Printed name	Andrew B. Ulmer							
Date	January 11, 2007			Reg. No.	57,000	3		
CERTIFICATE OF TRANSMISSION/MAILING								
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the date shown be Signature	ilow.		B911					
Typed or printed r	name Andrew B. Ulmer					Date	January 11, 2007	
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This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

Approved for use through 01/31/2007. OMB 0651-0032

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE Reduction Act of 1995 no persons are required to respond to a collection of information unless it displays a valid OMB control number TRADEN Effective on 12/08/2004. Complete if Known Fees pursuant to the Consolidated Appropriations Act, 2005 (H.R. 4818). Application Number 09/465.730 FEE TRANSMITTAL Filing Date May 17, 2000 For FY 2006 First Named Inventor Hunter, et al. **Examiner Name** Alvarez, Raquel Applicant claims small entity status. See 37 CFR 1.27 Art Unit 3622 TOTAL AMOUNT OF PAYMENT (\$) Attorney Docket No. 0108020-0533877 METHOD OF PAYMENT (check all that apply) Check Credit Card Money Order None Other (please identify): Deposit Account Deposit Account Number: Deposit Account Name: For the above-identified deposit account, the Director is hereby authorized to: (check all that apply) Charge fee(s) indicated below Charge fee(s) indicated below, except for the filing fee Charge any additional fee(s) or underpayments of fee(s) Credit any overpayments under 37 CFR 1.16 and 1.17 WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038. FEE CALCULATION 1. BASIC FILING, SEARCH, AND EXAMINATION FEES FILING FEES **EXAMINATION FEES** SEARCH FEES **Small Entity Small Entity** Small Entity **Application Type** Fee (\$) Fee (\$) Fee (\$) Fees Paid (\$) Fee (\$) Fee (\$) Fee (\$) Utility 300 150 500 200 250 100 Design 200 100 100 50 130 65 Plant 200 300 100 160 150 80 Reissue 300 150 500 250 600 300 Provisional 200 100 n 0 0 0 2. EXCESS CLAIM FEES Small Entity Fee Description Fee (\$) Fee (\$) Each claim over 20 (including Reissues) 50 25 Each independent claim over 3 (including Reissues) 200 100 Multiple dependent claims 360 180 **Total Claims Extra Claims** Fee Paid (\$) Fee (\$) **Multiple Dependent Claims** - 20 or HP = <u>Fee (\$)</u> Fee Paid (\$) HP = highest number of total claims paid for, if greater than 20. Indep. Claims **Extra Claims** Fee (\$) Fee Paid (\$) - 3 or HP = HP = highest number of independent claims paid for, if greater than 3. 3. APPLICATION SIZE FEE If the specification and drawings exceed 100 sheets of paper (excluding electronically filed sequence or computer listings under 37 CFR 1.52(e)), the application size fee due is \$250 (\$125 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s). **Total Sheets Extra Sheets** Number of each additional 50 or fraction thereof Fee (\$) Fee Paid (\$) (round up to a whole number) x 4. OTHER FEE(S) Fees Paid (\$) Non-English Specification, \$130 fee (no small entity discount) Other (e.g., late filing surcharge): IDS fee \$180.00

SUBMITTED BY			
Signature	Col-B	Registration No. (Attorney/Agent) 57,003	Telephone (513) 369-4811
Nâme (Print/Type)	Andrew B. Ulmer		Date January 11, 2007

This collection of information is required by 37 CFR 1.136. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 30 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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